

LOCALISM INITIATIVES

Local News

- Provide details on your station's investment in local news. WKOW-TV newscasts are committed to investigating community issues that affect our viewers. WKOW-TV focuses on local news throughout all newscasts.
- How many local newscasts are aired per week? 27 News airs weekdays from 5-7am, 5-5:30pm, 6-6:30pm, 10-10:30pm, AND Saturday 6-6:30pm, 10-10:30pm, AND 10-10:30pm Sunday.
- What percentage of your daily programming is devoted to local news? 15%
- Has your station added newscasts in the morning or at other times? 27 News Wake Up Wisconsin airs from 5-7am-this show was added to our line-up in August 1996.
- Give examples of how your website is used to enhance local news coverage. The WKOW-TV web site is updated continuously throughout the day with local news, weather, sports and community information. We also have included historical information about our station and the Television industry on our history page with an opportunity for viewers to read our 36-page history book and to view streaming historical video.
- Are editorials on local issues regularly included in the local newscasts?
No

Local Public Affairs

- Describe all daily or weekly programs devoted to local public affairs, local politics, community activities, and similar issues. All newscasts are devoted to all these issues. Additionally, as part of our commitment to "27 News Election Source 2004," WKOW-TV 27 News has developed a wide range of on-air initiatives including dedicated time for political news coverage in all of our newscasts, as well as coordinating with all the local campaigns to give each candidate equal time on 27 News.
- Indicate the length of such programs. 45 minutes a week has been dedicated to election initiatives.
- Describe the nature of such programs. Candidates from all local races have been invited to the station for a one-on-one interview to air during 27 News.
- Are there regularly scheduled segments on local public affairs included in your local newscasts? Yes How often? Daily How long are such segments? These segments range from 45 seconds to 3 minutes.

Creating or Selecting Programming

- Describe your station's efforts and practices for determining the types of programming you air. For example, do you hold regularly scheduled meetings with community leaders, or have an open door policy, accept and review mailed suggestions, conduct polls of your local audience, perform auditorium tests of various programming, etc. Give examples. WKOW-TV's managers review community needs in our weekly managers meetings. We receive this information from the community through the mail, emails, phone calls etc. 27 News also conducts an interactive poll on our web site on topics such as: How much do Celebrities Sway Votes? Do you think our country is better prepared to stop a terrorist attack?
- Preemptions: provide any examples when your station preempted network programming in order to air other programming of more interest to your local community, such as local political debates, local sporting events, or because the network programming diverged from local community standards. WKOW-TV is very dedicated to covering local sports. During March, WKOW-TV broadcasts 32 boys and girls High School basketball tournaments LIVE for the entire state of Wisconsin. We also preempt programming for other community events such as Rhythm and Booms

(4th of July event), High School Hockey tournaments, Packer and Badger locally produced pre-game shows, special extended election coverage and more!

Emergency Programming

- Describe any live and/or on-the-scene coverage of emergencies, weather, traffic, crime, and similar events, including any positive impact of your coverage on the local community. WKOW-TV has created a plan for severe weather, an attack on America and other emergencies. The General Manager, the newsroom and other station managers determine how the station will respond to any emergency. This past summer Madison was hit by a tornado. This tornado passed directly over the TV station. We stayed on the air throughout the event, updating viewers on what was happening every second of the way. As our employees were running to the basement our Chief Meteorologist stayed on the air telling viewers to get to the basement NOW. We received many emails, phone calls and letters thanking us for our continued coverage of this very devastating event.

- Describe your station's investment in ENG or weather forecasting equipment. The 27 News satellite truck is among the most advanced news vehicles in Wisconsin, bringing LIVE news coverage anywhere news happens. 27 Weather Central employs a team of 20 meteorologists that work around the clock keeping our viewers informed. 27 Weather Central not only forecasts the weather for WKOW-TV but they are a forecasting company that provides information to markets all over the world. 27 Weather Central also create weather technology including FutureCast, MicroCast, Fly Through Weather and more. With the most advanced weather forecasting in the area using state of the art technology our weather forecasts can't be beat!

- Does your station participate in AMBER or EAS? Yes

Political Programming

- Describe any candidate debates sponsored or aired. Include examples of candidates declining debate offers. In addition to airing the presidential debates we also aired a local one-hour debate during primetime between Russ Feingold and Tim Michaels.

- Does your station offer candidates other types of free airtime? Give examples, and include examples of candidates declining offers of free airtime. As part of our commitment to "27 News Election Source 2004," 27 News has developed a wide range of on-air initiatives including dedicated time for political news coverage in all of our newscasts, as well as coordinating with all the local campaigns to give each candidate equal time on 27 News. 45 minutes a week has been dedicated to election initiatives. A couple of candidates did participate because either they did not return our calls or the chosen times did not work for them.

- Describe your station's efforts to analyze important political/ballot issues or candidates. Are local political issues discussed, or candidates interviewed, during newscasts or public affairs programming on a regular basis? 27 News enlists the help of local political analysts. We have also created a 27 News election panel with local viewers discussing their views on the race. Additionally, 45 minutes a week has been dedicated to election initiatives in our news programs.

- Does the station cover local campaign and/or convention events? The 27 News department spends many hours a week covering campaign and convention

events. During both the Republican and Democratic conventions we sent a local reporter to the convention to do live reports straight for the event for our Wisconsin viewers.

- Describe the station's participation in promoting voter registration drives. In addition to reminding viewers during our newscasts where to vote locally, we have also been running public services announcements about voter registration and to get out and vote.

- Give examples of how your website is used to enhance political coverage. Throughout our newscasts we send viewers to our website for more information about a given story. We also have a special "27 News Election Source 2004" page on our website with links to a variety of political websites including; the election process, political parties, candidates, election calendar, polls and more.

Civic, Cultural and Other Community-Responsive Programming

- Describe any coverage of local events, such as local sports, museum openings, fairs, holiday events, local theater, fire or police outreach events. WKOW-TV prides itself in being more involved in the community than any other station in the market. We cover as many local events as possible each day including local sports, holiday events, fairs etc. Recently, Madison welcomed the Overture Center-a new arts center. 27 News covered this story from its inception to the grand opening-where we did our news live straight from the Overture Center at 5, 6 and 10pm. WKOW sponsors 3 of the largest and events in the area, Rhythm and Booms, Art Fair on the Square and The Taste of Madison. Leading up to these events we cover stories from parking concerns to safety during the event to what you can expect while you're there. During March, WKOW-TV broadcasts 32 boys and girls state High School basketball tournaments and 2 boys and girls state Hockey tournaments LIVE for the entire state of Wisconsin.

- Describe any PSAs local groups or addressing local issues, including the number of PSAs aired per week. Give examples of any particularly successful campaigns. In our most recent NAB Community Service Report WKOW TV helped raise \$1,992,500 for the South Central Wisconsin community. Some local organizations that WKOW ran spots for included; The American Heart Association, The Urban League of Greater Madison, the Muscular Dystrophy Association, Keep Wisconsin Warm Fund, Toys for Tots, The American Cancer Society, March of Dimes and more! One example is Toys for Tots; this year 180 of the 190 local marines that run the Toys for Tots program is now in Iraq. This year the organization needs help more than ever. Through the airing of our news stories and PSA's the community had answered the call and now there are many volunteers helping out and the toys and money has already started pouring in. WKOW runs approximately 50 PSA's a week.

- Describe your station's coverage of important issues affecting the local community, such as consumer rip-offs, smoking and other health hazards, safety, drinking & driving, domestic abuse, and similar issues. 27 News has a dedicated health reporter that delivers a nightly report on medical issues. Plus, our entire team of reporters focuses on investigating issues that affect our viewers including consumer rip-offs, safety hazards, etc. Last spring 27 News partnered with a local hospital to provide information for our viewers on health related issues. On two separate occasions, viewers were invited to call in to our team of doctors to ask about questions on health related topics. PLUS, WKOW quarterly holds a local blood drive for employees.

Music

- Does your station provide on-air opportunities for local artists, either periodically or on a regular basis? Are local artists promoted, interviewed? Give examples. 27 News Wake Up Wisconsin periodically conducts an event called "Studio 27." This promotion invites area artists to the 27 studios to be interviewed and to play their music. Throughout the campaign viewers get to vote online for their favorite artist. The winner would receive a recording session plus other prizes.

Station Participation in Community Activities

- Give examples of your station's support of non-profit and charity initiatives. Are station executives on the boards of such groups? Some local organizations that WKOW supports are; The American Heart Association, The Urban League of Greater Madison, the Muscular Dystrophy Association, Keep Wisconsin Warm Fund, Toys for Tots, The American Cancer Society, March of Dimes and more! WKOW has produced the MDA Telethon for the past 33 years. In 2004, we raised a record breaking total of \$366,504. All WKOW-TV managers are on various boards throughout the community.

- Provide examples of how your station promotes causes not tied to a particular organization, such as health screenings, free vaccinations, nutritional advice, community fundraisers, blood drives, disaster relief efforts, etc. WKOW quarterly holds a local blood drive for employees. Every year we hold a special fund raising campaign for the United Way; throughout the campaign we raise money through in house bake sales, photo contests, penny wars, and employee trivia. WKOW also provides free flu shots for all employees.

- Give examples of station involvement in education initiatives, such as partnering with schools to promote their needs for school supplies, or promoting immunizations or after school programs. WKOW-TV is very involved locally in education initiatives. Most recently 27 News did a series of stories on the lack of school supplies and how area teachers had to buy their own supplies. In conjunction, we started helping teachers raise money thorough our website indicating the greatest needs for each community and updating viewers on how much had been raised until we reached our goal. WKOW-TV annually sends out letters to all local schools and organizations encouraging them to invite our anchors to attend and/or speak at their special engagements. PLUS, our Chief meteorologist speaks to at least one school per week about meteorology.

- Does your state promote or air "scholar bowl" shows? Give examples. No

- Does your station cover school board or PTA meetings, or important education-related issues? Give examples. 27 News covers important education related activities including PTA meetings and important education issues. One such issue was the possibility of the school system needing to drop the 4th grade strings program. 27 News was at the meeting, met with those for and against and followed the story until many weeks later it was decided to keep the program.

- Give examples of how your website is used to promote community service/involvement. The WKOW-TV web site promotes community involvement in three ways. First we have the Community Info page that allows online users to add their own events to the calendar. Second, all events the station sponsors we include information on them under or 27 Events section. And Third, all station

sponsored events are also promoted through our free weather email system. Over 30,000 subscribers receive two emails from 27 Weather Central daily, and included in that email is information about our events.